

In the Specification:

Please amend the detailed description (Column 2, Line 57- Column 3, Line 9) as follows:

FIG. 1A illustrates a coated magnet assembly 126 removably affixed within a similarly-shaped, indented recess or receptacle 112 in each foot 110 via screw 128, which possesses a beveled head 132 and is threaded into metal sleeve 114. The sleeve 114 is set into a molded extension 113 through the base 107 and into the internal cavity of the advertising member 102. A flexible sleeve 130 is interposed between each magnet assembly 126 and recess or receptacle 112; beveled head 132 and flexible sleeve 130 permit a nonrigid attachment of magnet assembly 126 in the corresponding recess 112, thus permitting the magnet assembly 126 to pivot slightly as needed to adjust for curvature in the vehicle's roof. Each magnet assembly 126 is coated with a scratch-resisting plastic material which is chosen to prevent both scratching of the vehicle's metallic surface and exposure of the metallic stand-off housing 134 (described below). A suitable scratch-resistant coating material is Plascoat PPA 571 manufactured by Plastronics, Inc. A screw hole 127 in the coated magnet assembly 126 is recessed so that the head of screw 128 will not contact the roof of the vehicle.